Lampiran I (Satu)

Daftar Riwayat Hidup

Nama	: Febry Seftyandy
Tempat, Tanggal Lahir	: Toboali, 08 September 1994
Jenis Kelamin	: Laki-Laki
Agama	: Islam
Pendidikan Terakhir	: S1 (Sarjana Ekonomi)
Alamat	: Jln. Jenderal Sudirman Gg. Jaya Wijaya Parit Padang, Sungailiat – Bangka Belitung

Pendidikan Formal

2013-2017	: Universitas Bangka Belitung
2010-2013	: SMK Negeri 1 Sungailiat, Bangka
2007-2010	: SMP Negeri 2 Sungailiat, Bangka
2001-2007	: SD Negeri 15 Sungailiat, Bangka

KARTU PEMBIMBING SKRIPSI

Nama	: Febry Seftyandy	IPK	: 3,67
Nim	: 302 13 11 029	Nama Pembimbing	: Dian Prihardini W., S.E.,M.M
Jurusan	: *Ekonomi*	*Mulai Skripsi*	: *14 November 2016*
Konsentrasi Studi	: Manajemen Pemasaran		
Semester	: VIII (Delapan)		

Judul Proposal/Skripsi: "Analisis Pengaruh Strategi Bauran Pemasaran Jasa (Produk Jasa, Tarif Jasa, Tempat, Promosi, Orang, Sarana Fisik, dan Proses) Terhadap Kepuasan Nasabah Tabungan Simpedes (Studi Pada PT. Bank Rakyat Indonesia Unit Kota 2 Sungailiat)"

No	Tanggal	Keterangan	Paraf Pembimbing
1.	10 Oktober 2016	Konsultasi Judul	
2.	13 Oktober 2016	Acc Judul	
3.	23 November 2016	Revisi	
4.	30 November 2016	Bab I – II Revisi, Bab III	
5.	14 Desember 2016	Revisi Bab I Bab II dan Bab III O.K	
6.	*16 Desember 2016*	*Acc Seminar Poposal*	
7.	10 Februari 2017	Acc Sidang Skripsi	

KARTU PEMBIMBING SKRIPSI

Nama	: Febry Seftyandy	IPK	: 3,67
Nim	: 302 13 11 029	Nama Pembimbing	: Khairiyansyah, S.E.,M.M
Jurusan	: *Ekonomi*	*Mulai Skripsi*	: *14 November 2016*
Konsentrasi Studi	: Manajemen Pemasaran		
Semester	: VIII (Delapan)		

Judul Proposal/Skripsi: "Analisis Pengaruh Strategi Bauran Pemasaran Jasa (Produk Jasa, Tarif Jasa, Tempat, Promosi, Orang, Sarana Fisik, dan Proses) Terhadap Kepuasan Nasabah Tabungan Simpedes (Studi Pada PT. Bank Rakyat Indonesia Unit Kota 2 Sungailiat)"

No	Tanggal	Keterangan	Paraf Pembimbing
1.	10 Oktober 2016	Konsul Judul	
2.	10 Oktober 2016	Acc Judul	
3.	14 November 2016	Bab I	
4.	16 November 2016	Bab I dan Daftar Pustaka	
5.	17November 2016	Bab II dan III	
6.	*21 November 2016*	*Bab II dan III*	
7.	22 November 2016	Acc ke Pembimbing Utama	
8.	1 Februari 2017	Review Awal	
9.	2 Februari 2017	Bab IV dan Bab V	
10.	3 Februari 2017	Kelengkapan Berkas	
11.	6 Februari 2017	Acc ke Pembimbing Utama	

PT. BANK RAKYAT INDONESIA (PERSERO) Tbk.
UNIT KOTA 2 SUNGAILIAT

Jalan Batin Tikal Karya Makmur, Kecamatan Pemali - Bangka
Telp. (0717) 95135

Sungailiat, 24 Oktober 2016

Nomor : B.054/MJP/10/16
Lampiran : -
Perihal : **Persetujuan Pengambilan Data, Kuesioner dan Wawancara**

Kepada
Yth. Dekan Fakultas Ekonomi
Universitas Bangka Belitung
Di
Tempat

Dengan Hormat,

Menindaklanjuti surat permohonan izin pengambilan data, kuesioner dan wawancara dengan Nomor Surat : 451/UN50.1.1/PP/2016 tanggal 19 Oktober 2016 yang dikeluarkan oleh Wakil Dekan I Fakultas Ekonomi Universitas Bangka Belitung, Saya selaku Kepala Unit BRI Unit Kota 2 Sungailiat, memberi izin kepada mahasiswa tersebut untuk mengambil data yang dimaksud atas nama mahasiswa :

Nama : Febry Seftyandy
NIM : 302 13 11 029
Jurusan : Manajemen

Demikian surat persetujuan ini kami buat dengan sebenarnya untuk dapat digunakan sebagaimana mestinya.

PT. Bank Rakyat Indonesia (Persero) Tbk
BRI Unit Kota 2 Sungailiat

Denny Kusmadi
Kepala Unit

Lampiran IV (Empat)

KUESIONER

"Analisis Pengaruh Strategi Bauran Pemasaran Jasa (Produk Jasa, Tarif Jasa, Tempat, Promosi, Orang, Sarana Fisik, dan Proses) Terhadap Kepuasan Nasabah Tabungan Simpedes (Studi Pada PT. Bank Rakyat Indonesia Unit Kota 2 Sungailiat)"

Dengan Hormat

Saya yang bertanda tangan di bawah ini:

Nama : Febry Seftyandy

Nim : 302 13 11 029

Prodi : Manajemen

Adalah mahasiswa Fakultas Ekonomi, Universitas Bangka Belitung yang sedang menyusun Skripsi dengan judul **"Analisis Strategi Bauran Pemasaran Jasa (Produk Jasa, Tarif Jasa, Tempat, Promosi, Orang, Sarana Fisik, dan Proses) Terhadap Kepuasan Nasabah Tabungan Simpedes (Studi Pada PT. Bank Rakyat Indonesia Unit Kota 2 Sungailiat)".** Oleh karena itu, mohon bantuan Bapak/Ibu untuk menjawab pertanyaan-pertanyaan kuesioner berikut ini.

Kuesioner ini hanya untuk kepentingan penelitian semata, dan tidak dipublikasikan. Kerahasiaan Bapak/Ibu dapat saya jamin.

Demikianlah, saya ucapkan terima kasih atas kesediaan Bapak/Ibu yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Sungailiat, 16 Januari 2017
Peneliti

Febry Seftyandy

A. Profil Responden

Berikanlah tanda centang (√) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda

Jenis kelamin	:	☐ Pria	☐ Wanita	
Usia	:	☐ < 25 tahun	☐ 26-40 tahun	☐ > 40 tahun
Pendidikan Terakhir	:	☐ SD	☐ SLTP	☐ SLTA
		☐ Strata 1	☐ Strata 2	☐ Lainnya
Pekerjaan	:	☐ PNS	☐ Pengusaha	☐ Wiraswasta
		☐ Buruh Harian	☐ Lainnya	

B. Petunjuk Pengisian Kuesioner

1. Sebelum mengisi kuesioner ini, mohon Bapak/Ibu membaca setiap setiap butir pertanyaan dengan cermat tanpa ada satu pun yang terlewatkan.
2. Bapak/Ibu diminta memberi tanda **centang** (√) pada kolom sesuai dengan pilihan dan setiap butir pertanyaan hanya diperbolehkan memilih satu alternatif jawaban
3. Jika ada kesalahan dalam memilih alternatif jawaban, beri tanda (X) pada kolom yang salah kemudian beri tanda **centang** (√) pada kolom yang sesuai.

C. Keterangan Jawaban

1. **STS : Sangat Tidak Setuju**
2. **TS : Tidak Setuju**
3. **RR : Ragu-Ragu**
4. **S : Setuju**
5. **SS : Sangat Setuju**

No.	Pertanyaan	Jawaban				
		STS	TS	RR	S	SS
Produk						
1.	Produk tabungan Simpedes dapat digunakan 24 jam *non stop*					
2.	Produk tabungan Simpedes memberikan Aksesibilitas untuk memenuhi kebutuhan para nasabah					
3.	Produk tabungan Simpedes menawarkan kompensasi bunga yang relatif kompetitif					
4.	Produk tabungan Simpedes menjanjikan jaminan keamanan atas tabungan nasabah					
Tarif Jasa						
5.	Keterjangkauan biaya menjadi penabung baru					
6.	Daya tarik keringanan biaya administrasi dan jasa tabungan					
Tempat						
7.	Lokasi Bank Rakyat Indonesia Unit Kota 2 Sungailiat strategis					
8.	Lokasi Bank Rakyat Indonesia Unit Kota 2 Sungailiat mudah terjangkau					
Promosi						
9.	Bank Rakyat Indonesia Unit Kota 2 Sungailiat melakukan promosi secara individual					
10.	Bank Rakyat Indonesia Unit Kota 2 Sungailiat melakukan promosi dengan undian berhadiah					
11.	Bank Rakyat Indonesia Unit Kota 2 Sungailiat melakuan promosi melalui media brosur yang tersedia					
Orang						
12.	Kehandalan karyawan dalam memberikan pelayanan					
13.	Kecepat tanggapan karyawan dalam memberikan pelayanan					
14.	Kepedulian karyawan dalam memberikan pelayanan					

No.	Pertanyaan	Jawaban				
		STS	TS	RR	S	SS
15.	Jaminan rasa aman dari karyawan dalam memberikan pelayanan					
Sarana Fisik						
16.	Ketersediaan lahan parkir					
17.	Bank Rakyat Indonesia Unit Kota 2 Sungailiat memiliki ATM center yang dapat selalu digunakan 24 jam *non stop*					
18.	Kerapian pada karyawan/ti Bank Rakyat Indonesia Unit Kota 2 Sungailiat					
19.	Ketepatan busana pada karyawan/ti Bank Rakyat Indonesia Unit Kota 2 Sungailiat					
Proses						
20.	Bank Rakyat Indonesia Kota 2 Sungailiat menerapkan kemudahan syarat dan prosedur dalam proses transaksi pada produk tabungan Simpedes					
21.	Berkualitasnya pelayanan online yang dimiliki					
22.	Segala keluhan nasabah langsung direspon oleh karyawan					
Kepuasan Nasabah						
23.	Produk tabungan Simpedes yang diperoleh sesuai dengan yang diharapkan					
24.	Pelayanan karyawan yang diperoleh sesuai dengan yang diharapkan					
25.	Fasilitas penunjang yang diperoleh sesuai dengan yang diharapkan					
26.	Berminat berkunjung kembali karena manfaat tabungan Simpedes					
27.	Berminat berkunjung kembali karena pelayanan karyawan yang diberikan					

No.	Pertanyaan	Jawaban				
		STS	TS	RR	S	SS
28.	Berminat berkunjung kembali karena fasilitas penunjang memadai					
29.	Menyarankan keluarga serta kerabat untuk mengunakan produk tabungan Simpedes pada Bank Rakyat Indonesia Unit Kota 2 Sungailiat karena manfaatnya					
30.	Menyarankan keluarga serta kerabat untuk mengunakan produk tabungan Simpedes pada Bank Rakyat Indonesia Unit Kota 2 Sungailiat karena pelayanannya					
31.	Menyarankan keluarga serta kerabat untuk mengunakan produk tabungan Simpedes pada Bank Rakyat Indonesia Unit Kota 2 Sungailiat karena fasilitas penunjang memadai					

Lampiran V (Lima)

Tabulasi Data Kuesioner Tabulasi Data Kuesioner Analisis Strategi Bauran Pemasaran Jasa (Produk Jasa, Tarif Jasa, Tempat, Promosi, Orang, Sarana Fisik, dan Proses) Terhadap Kepusan Nasabah Tabungan Simpedes (Studi Pada PT. Bank Rakyat Indonesia Unit Kota 2)

Sampel	Produk1	Produk2	Produk3	Produk4	Tarif_J1	Tarif_J2	Tempat1	Tempat2	Promosi1	Promosi2	Promosi3	Orang1	Orang2	Orang3	Orang4	S_Fisik1	S_Fisik2	S_Fisik3	S_Fisik4	Proses1	Proses2	Proses3	Puas1	Puas2	Puas3	Puas4	Puas5	Puas6	Puas7	Puas8	Puas9	T_Produk	T_Tarif_J	T_Tempat	T_Promo	T_Orang	T_S_Fisik	T_Proses	T_Puas
1	5	4	4	5	4	4	2	1	5	5	5	3	3	3	3	5	4	4	4	4	5	4	5	4	5	4	5	5	5	5	4	18	8	3	15	12	17	13	42
2	2	3	2	3	2	2	3	4	3	3	3	5	3	4	3	3	3	3	3	3	3	4	3	3	3	4	4	3	4	4	3	10	4	7	9	15	12	10	31
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5	2	2	2	3	3	4	4	5	3	4	3	4	3	4	3	3	2	3	2	2	3	3	3	3	4	3	4	3	4	3	4	9	7	9	10	14	10	8	31
6	3	2	2	2	2	3	2	2	5	5	5	4	3	4	3	3	3	4	4	5	4	4	3	4	3	4	3	4	5	3	3	9	5	4	15	14	14	13	32
7	5	4	5	4	2	3	2	3	4	4	5	3	4	4	3	4	5	4	5	4	3	3	4	4	5	4	5	4	3	4	3	18	5	5	13	14	18	10	36
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12	3	2	2	2	4	4	2	3	4	3	3	3	3	3	3	2	2	2	2	3	2	3	3	3	4	3	4	3	4	3	3	9	8	5	10	12	8	8	30
13	5	4	4	5	3	4	5	5	5	5	5	5	5	5	4	4	4	4	4	2	3	2	4	4	5	4	5	5	4	4	5	18	7	10	15	19	16	7	40
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15	3	2	3	2	4	3	4	3	3	3	3	5	5	4	5	2	2	2	2	3	2	3	4	3	3	4	3	3	3	3	3	10	7	7	9	19	8	8	29
16	2	2	2	2	3	4	2	3	3	2	3	4	3	3	3	4	4	4	3	3	2	3	3	3	3	4	4	3	4	3	4	8	7	5	8	13	15	8	31
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18	2	3	3	2	3	2	4	5	5	4	5	4	4	3	4	3	3	4	3	4	3	4	3	3	4	4	4	4	4	4	4	10	5	9	14	15	13	11	34
19	5	5	5	5	5	5	2	3	5	5	5	4	4	3	4	5	4	4	4	3	4	3	4	4	5	5	5	4	4	4	4	20	10	5	15	15	17	10	39
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27	5	5	5	5	4	3	5	5	3	4	4	5	5	4	4	3	3	3	3	4	3	3	4	5	4	5	4	4	4	5	4	20	7	10	11	18	12	10	39
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29	5	4	4	5	3	4	3	3	4	3	4	4	4	3	4	5	5	5	3	4	3	3	4	4	4	4	4	4	4	4	4	18	7	6	11	15	18	10	36
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32	3	3	3	3	2	2	5	5	3	2	2	3	3	4	4	4	4	5	5	4	5	5	4	4	3	4	4	4	4	4	4	12	4	10	7	14	18	14	35
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37	4	3	3	4	4	2	5	5	3	4	3	4	5	4	5	4	4	4	3	2	3	3	4	4	4	5	4	3	4	5	4	14	6	10	10	18	15	8	37
38	3	4	3	4	3	3	3	3	4	4	3	2	2	3	3	4	4	4	5	4	3	4	3	3	4	3	3	4	4	4	4	14	6	6	11	10	17	11	32
39	3	4	3	3	4	3	3	2	5	5	5	5	5	5	4	4	3	3	3	4	3	4	4	3	4	4	4	3	4	4	4	13	7	5	15	19	13	11	34
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Sampel	Produk1	Produk2	Produk3	Produk4	Tarif_J1	Tarif_J2	Tempat1	Tempat2	Promosi1	Promosi2	Promosi3	Orang1	Orang2	Orang3	Orang4	S_Fisik1	S_Fisik2	S_Fisik3	S_Fisik4	Proses1	Proses2	Proses3	Puas1	Puas2	Puas3	Puas4	Puas5	Puas6	Puas7	Puas8	Puas9	T_Produk	T_Tarif_J	T_Tempat	T_Promo	T_Orang	T_S_Fisik	T_Proses	T_Puas
41	3	3	3	3	4	4	3	4	3	3	3	3	3	2	3	5	3	4	4	3	3	3	4	4	3	4	4	3	3	3	3	12	8	7	9	11	16	9	31
42	4	4	4	4	3	3	4	4	3	3	3	2	3	3	2	3	3	4	3	2	3	2	3	4	3	3	3	3	4	3	4	16	6	8	9	10	13	7	30
43	2	3	2	3	3	3	3	3	3	3	4	3	4	4	3	3	3	3	4	4	4	3	4	3	4	3	4	3	4	3	4	10	6	6	10	14	13	11	32
44	3	3	3	3	2	3	4	4	3	4	3	4	4	4	4	3	4	3	3	2	3	3	4	4	4	3	4	4	3	4	4	12	5	8	10	16	13	8	34
45	3	4	3	3	2	3	4	3	2	2	3	4	3	3	4	3	3	3	3	4	3	4	3	3	4	3	4	3	3	4	3	13	5	7	7	14	12	11	30
46	4	3	3	3	4	3	4	4	3	4	5	4	4	5	4	3	4	4	5	4	4	4	5	4	4	3	4	5	4	3	4	13	7	8	12	17	16	12	36
47	4	5	5	5	3	4	3	4	4	3	4	3	4	4	4	5	5	4	4	3	4	4	4	4	4	4	4	4	5	4	4	19	7	7	11	15	18	11	37
48	3	3	3	3	2	3	3	4	3	3	4	3	3	4	3	2	4	3	2	3	4	4	3	4	3	3	4	3	4	3	4	12	5	7	10	13	11	11	31
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51	3	3	2	3	3	2	3	4	3	3	4	4	4	4	4	3	3	4	4	5	4	4	4	4	4	4	3	4	4	3	4	11	5	7	10	16	14	13	34
52	5	4	4	5	3	3	3	3	4	4	3	4	4	4	4	3	5	4	5	4	4	4	4	5	4	4	5	3	4	4	5	18	6	6	11	16	17	12	38
53	4	5	3	4	2	2	4	4	5	4	4	3	4	4	4	5	4	4	4	3	4	3	4	3	4	3	3	4	4	4	3	16	4	8	13	15	17	10	32
54	3	4	3	3	2	2	3	4	4	3	4	4	3	4	4	3	4	4	3	2	3	3	3	4	4	3	4	4	4	3	4	13	4	7	11	15	14	8	33
55	4	4	3	3	2	3	3	4	3	4	4	5	4	4	4	3	3	4	4	4	3	4	4	4	5	4	4	3	4	3	4	14	5	7	11	17	14	11	35
56	3	3	3	3	4	3	3	3	4	3	3	4	4	3	4	3	4	4	3	4	4	3	4	4	4	3	4	4	4	3	4	12	7	6	10	15	14	11	34
57	4	3	3	3	4	4	5	4	5	4	4	3	3	4	4	5	4	5	4	4	4	5	4	4	3	4	4	5	4	4	4	13	8	9	13	14	18	13	36
58	4	4	3	4	3	2	3	4	5	4	4	4	3	3	4	4	5	4	5	4	3	4	3	3	4	4	4	4	4	4	4	15	5	7	13	14	18	11	34
59	2	3	3	3	4	3	4	3	4	4	3	4	5	5	4	5	4	4	5	4	3	4	4	5	4	3	4	5	5	4	5	11	7	7	11	18	18	11	39
60	4	4	3	3	5	5	3	3	4	4	4	3	4	3	4	3	3	4	3	3	3	3	4	3	4	4	5	4	4	5	4	14	10	6	12	14	13	9	37
61	4	4	3	3	4	3	4	5	3	3	4	4	3	4	4	5	4	3	4	3	2	3	4	4	4	5	4	4	5	4	4	14	7	9	10	15	16	8	38
62	2	3	3	2	5	5	4	4	3	4	4	4	4	5	4	4	4	5	4	4	3	3	4	4	5	4	4	5	5	5	4	10	10	8	11	17	17	10	40
63	4	5	4	4	4	4	4	4	5	4	4	3	4	3	4	3	3	4	3	4	4	4	4	4	5	4	4	4	4	4	4	17	8	8	13	14	13	12	37
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68	2	3	3	2	3	4	4	4	3	4	4	5	4	4	4	3	4	4	4	3	2	2	3	4	4	4	3	4	3	4	4	10	7	8	11	17	15	7	33
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73	4	4	3	4	4	4	3	4	3	3	3	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	15	8	7	9	16	13	12	36
74	4	4	4	3	4	4	3	3	4	4	3	3	3	3	3	4	3	4	4	3	2	2	4	4	4	3	4	4	4	3	4	15	8	6	11	12	15	7	34
75	4	4	4	5	4	4	3	4	3	3	3	4	3	3	4	2	3	2	3	3	4	4	4	4	5	4	3	4	4	4	4	17	8	7	9	14	10	11	36
76	2	2	2	2	3	4	4	3	4	3	3	4	4	4	4	2	3	3	4	2	2	2	3	4	3	4	4	3	3	3	4	8	7	7	10	16	12	6	31
77	4	3	4	3	4	3	3	4	3	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	5	4	4	5	4	4	4	14	7	7	11	15	16	11	38
78	2	3	3	3	4	3	3	3	4	3	3	3	4	4	4	3	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	11	7	6	10	15	14	12	35
79	4	5	5	4	4	4	4	5	5	4	5	5	5	4	5	5	4	5	5	5	5	5	5	4	5	5	4	5	4	4	4	18	8	9	14	19	19	15	40
80	4	4	3	4	4	3	4	4	4	3	4	4	4	3	3	4	4	3	3	3	4	4	4	3	4	4	4	3	4	4	4	15	7	8	11	14	14	11	34
81	3	4	4	4	4	3	4	4	3	4	4	4	3	4	3	3	4	4	3	2	2	2	3	3	4	4	4	3	4	4	4	15	7	8	11	14	14	6	33
82	3	3	3	4	3	3	3	4	4	3	4	3	4	3	3	4	4	3	4	4	3	4	3	4	4	4	3	4	4	4	4	13	6	7	11	13	15	11	34
83	3	3	3	3	4	4	3	4	4	3	4	4	5	5	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	12	8	7	11	18	17	13	36
84	3	3	4	3	3	3	4	4	3	3	3	2	2	3	3	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	13	6	8	9	10	13	12	35
85	2	3	3	3	4	3	3	4	4	4	4	4	3	4	4	4	4	3	4	2	2	3	4	4	3	3	4	4	4	3	4	11	7	7	12	15	15	7	33

Sampel	Produk1	Produk2	Produk3	Produk4	Tarif_J1	Tarif_J2	Tempat1	Tempat2	Promosi1	Promosi2	Promosi3	Orang1	Orang2	Orang3	Orang4	S_Fisik1	S_Fisik2	S_Fisik3	S_Fisik4	Proses1	Proses2	Proses3	Puas1	Puas2	Puas3	Puas4	Puas5	Puas6	Puas7	Puas8	Puas9	T_Produk	T_Tarif_J	T_Tempat	T_Promo	T_Orang	T_S_Fisik	T_Proses	T_Puas
86	4	3	4	4	3	4	4	3	4	4	4	4	3	4	4	5	4	4	4	4	3	3	4	4	4	4	4	3	4	4	4	15	7	7	12	15	17	10	35
87	4	4	4	4	3	3	4	3	3	4	3	3	4	3	3	2	3	3	3	4	4	3	3	4	3	4	3	4	3	3	4	16	6	7	10	13	11	11	31
88	2	2	2	3	3	3	4	4	4	4	3	4	4	3	4	4	3	4	4	3	2	2	4	3	4	3	3	4	3	3	4	9	6	8	11	15	15	7	31
89	4	3	3	3	3	4	4	3	3	3	3	4	3	3	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	13	7	7	9	14	16	9	36
90	2	3	2	3	4	3	4	4	3	3	2	3	2	4	4	4	3	4	4	3	2	2	4	4	4	3	3	3	4	3	3	10	7	8	8	13	15	7	31
91	2	3	2	2	4	3	4	4	3	3	4	3	4	4	4	4	4	3	4	2	3	2	4	4	4	3	4	4	4	4	4	9	7	8	10	15	15	7	35
92	3	3	4	3	4	4	3	3	4	5	5	3	4	4	4	3	4	4	3	4	3	4	4	4	4	5	4	5	4	4	4	13	8	6	14	15	14	11	38
93	4	3	3	4	5	4	4	3	4	4	4	4	4	4	4	4	4	3	4	3	3	3	4	4	4	4	4	4	4	4	5	14	9	7	12	16	15	9	37
94	3	3	3	3	4	3	4	3	4	4	3	3	4	4	4	3	3	4	3	3	4	3	4	3	4	4	4	4	4	4	4	12	7	7	11	15	13	10	35
95	3	3	3	3	4	4	3	4	4	5	5	4	5	5	5	4	4	4	5	5	5	5	4	5	5	4	5	5	4	5	4	12	8	7	14	19	17	15	41
96	4	4	3	3	4	4	4	3	4	4	4	3	4	4	3	4	3	3	3	4	3	3	4	4	4	5	4	4	5	4	5	14	8	7	12	14	13	10	39
97	3	3	3	3	5	5	4	5	4	3	4	4	4	4	4	5	4	4	4	3	3	3	4	4	4	5	4	5	4	4	4	12	10	9	11	16	17	9	38
98	2	3	3	2	3	3	3	4	3	4	4	4	4	5	4	3	4	3	3	4	3	3	3	3	4	3	4	3	3	4	4	10	6	7	11	17	13	10	31
99	3	3	3	4	3	4	3	4	3	3	3	4	4	5	5	4	4	4	4	4	3	3	4	3	4	4	3	4	4	4	4	13	7	7	9	18	16	10	34
100	2	3	3	3	3	3	3	3	5	5	5	3	4	4	4	5	5	5	5	3	4	4	4	4	4	5	4	5	5	5	4	11	6	6	15	15	20	11	40

Karakteristik Responden

No.	Jenis Kelamin	Usia (dalam tahun)	Pendidikan	Pekerjaan	No.	Jenis Kelamin	Usia (dalam tahun)	Pendidikan	Pekerjaan
1	Pria	> 40	SLTP	Buruh Harian	51	Pria	26-40	SLTP	Buruh Harian
2	Wanita	26-40	Strata 1	PNS	52	Pria	> 40	SLTA	Wiraswasta
3	Pria	> 40	SLTA	Buruh Harian	53	Wanita	26-40	SLTA	Lainnya
4	Wanita	26-40	Strata 1	PNS	54	Pria	> 40	SLTA	Buruh Harian
5	Wanita	> 40	SLTP	Lainnya	55	Pria	< 25	Strata 2	Lainnya
6	Wanita	> 40	SLTA	Lainnya	56	Wanita	> 40	Strata 1	PNS
7	Wanita	26-40	SLTA	Lainnya	57	Wanita	26-40	SLTP	Lainnya
8	Pria	> 40	SLTA	Wiraswasta	58	Pria	> 40	Strata 1	PNS
9	Pria	26-40	SLTA	Buruh Harian	59	Pria	26-40	Strata 1	Buruh Harian
10	Wanita	> 40	Strata 1	PNS	60	Pria	< 25	SLTP	Lainnya
11	Pria	26-40	SLTA	Buruh Harian	61	Pria	26-40	Strata 1	PNS
12	Wanita	> 40	SLTP	Lainnya	62	Wanita	> 40	SLTA	Lainnya
13	Wanita	26-40	SLTA	Lainnya	63	Wanita	26-40	Strata 1	PNS
14	Pria	> 40	SLTA	Lainnya	64	Pria	> 40	SLTA	Buruh Harian
15	Pria	26-40	SLTA	Buruh Harian	65	Pria	26-40	SLTA	Buruh Harian
16	Wanita	< 25	SLTA	Lainnya	66	Pria	> 40	Strata 1	PNS
17	Wanita	> 40	SLTP	Lainnya	67	Wanita	26-40	Strata 1	PNS
18	Pria	> 40	SLTA	Wiraswasta	68	Wanita	< 25	Strata 2	Lainnya
19	Pria	< 25	SLTA	Lainnya	69	Wanita	26-40	SLTA	Lainnya
20	Pria	26-40	SLTA	Lainnya	70	Wanita	> 40	Strata 2	PNS
21	Pria	> 40	SLTA	Wiraswasta	71	Pria	26-40	SLTA	Buruh Harian
22	Wanita	26-40	SLTA	Lainnya	72	Pria	26-40	Strata 1	PNS
23	Pria	> 40	SLTA	Buruh Harian	73	Wanita	26-40	SLTA	Lainnya
24	Wanita	> 40	SLTA	Lainnya	74	Wanita	< 25	SD	Lainnya
25	Pria	26-40	SLTA	Lainnya	75	Pria	26-40	SLTA	Buruh Harian
26	Wanita	> 40	SLTA	Lainnya	76	Pria	> 40	SLTP	Buruh Harian
27	Wanita	26-40	Lainnya	Lainnya	77	Wanita	> 40	SLTA	Lainnya
28	Wanita	> 40	SLTP	Lainnya	78	Pria	26-40	SLTA	Lainnya
29	Wanita	26-40	Strata 1	PNS	79	Pria	> 40	SLTA	Wiraswasta
30	Pria	< 25	SLTA	Lainnya	80	Pria	26-40	SLTA	Buruh Harian
31	Wanita	> 40	Strata 1	PNS	81	Pria	< 25	SLTP	Buruh Harian
32	Pria	> 40	SLTA	Buruh Harian	82	Wanita	26-40	SLTA	Lainnya
33	Wanita	26-40	SLTP	Lainnya	83	Wanita	26-40	SLTP	Lainnya
34	Wanita	> 40	SLTA	Lainnya	84	Pria	> 40	Strata 2	PNS
35	Wanita	26-40	SLTA	Lainnya	85	Pria	26-40	SLTA	Buruh Harian
36	Wanita	< 25	Strata 2	Lainnya	86	Pria	> 40	SLTP	Lainnya
37	Pria	> 40	SLTP	Buruh Harian	87	Wanita	26-40	SD	Wiraswasta
38	Pria	26-40	SLTA	Buruh Harian	88	Pria	< 25	SLTA	Wiraswasta
39	Pria	> 40	SLTP	Buruh Harian	89	Wanita	26-40	SLTP	Lainnya
40	Pria	> 40	SLTA	Buruh Harian	90	Pria	> 40	SLTA	Lainnya
41	Pria	> 40	SLTA	Buruh Harian	91	Pria	26-40	Strata 1	PNS
42	Wanita	26-40	SLTA	Lainnya	92	Wanita	< 25	SLTA	Lainnya
43	Pria	26-40	SLTA	Buruh Harian	93	Pria	26-40	SLTA	Lainnya
44	Wanita	26-40	SLTP	Lainnya	94	Wanita	> 40	Strata 1	PNS
45	Pria	> 40	SD	Buruh Harian	95	Pria	26-40	Strata 1	PNS
46	Wanita	26-40	SLTP	Lainnya	96	Pria	> 40	Strata 1	PNS
47	Pria	> 40	Strata 1	PNS	97	Pria	> 40	Strata 2	Lainnya
48	Wanita	26-40	SLTA	Lainnya	98	Pria	26-40	SLTP	Lainnya
49	Pria	> 40	Strata 1	Wiraswasta	99	Wanita	> 40	SLTA	Lainnya
50	Wanita	26-40	Strata 1	PNS	100	Wanita	26-40	SLTA	Lainnya

Lampiran VI (Enam)

Output Data SPSS "Analisis Strategi Bauran Pemasaran Jasa (Produk Jasa, Tarif Jasa, Tempat, Promosi, Orang, Sarana Fisik, dan Proses) Terhadap Kepusan Nasabah Tabungan Simpedes (Studi Pada PT. Bank Rakyat Indonesia Unit Kota 2)"

```
FREQUENCIES VARIABLES=Jenis_Kelamin Usia Pendidikan Pekerjaan
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Jenis Kelamin	Usia	Pendidikan	Pekerjaan
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		1,46	2,32	3,10	3,79
Median		1,00	2,00	3,00	4,00
Mode		1	2	3	5
Std. Deviation		,501	,665	,916	1,526
Variance		,251	,442	,838	2,329
Skewness		,163	-,466	,363	-1,029
Std. Error of Skewness		,241	,241	,241	,241
Kurtosis		-2,014	-,727	,697	-,490
Std. Error of Kurtosis		,478	,478	,478	,478
Range		1	2	5	4
Minimum		1	1	1	1
Maximum		2	3	6	5
Percentiles	25	1,00	2,00	3,00	3,00
	50	1,00	2,00	3,00	4,00
	75	2,00	3,00	4,00	5,00

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	54	54,0	54,0	54,0
	Wanita	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25 Tahun	11	11,0	11,0	11,0
	26-40	46	46,0	46,0	57,0
	> 40 Tahun	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	3	3,0	3,0	3,0
	SLTP	19	19,0	19,0	22,0
	SLTA	51	51,0	51,0	73,0
	Strata 1	20	20,0	20,0	93,0
	Strata 2	6	6,0	6,0	99,0
	Lainnya	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS	20	20,0	20,0	20,0
	Wiraswasta	8	8,0	8,0	28,0
	Buruh Harian	25	25,0	25,0	53,0
	Lainnya	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

```
FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1.4
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Produk 1	Produk 2	Produk 3	Produk 4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,34	3,40	3,26	3,40
Median		3,00	3,00	3,00	3,00
Mode		3[a]	3	3	3
Std. Deviation		1,056	,953	,917	,932
Variance		1,116	,909	,841	,869
Skewness		,065	-,029	,338	,183
Std. Error of Skewness		,241	,241	,241	,241
Kurtosis		-1,041	-,329	-,278	-,450
Std. Error of Kurtosis		,478	,478	,478	,478
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Percentiles	25	2,00	3,00	3,00	3,00
	50	3,00	3,00	3,00	3,00
	75	4,00	4,00	4,00	4,00

a. Multiple modes exist. The smallest value is shown

Frequency Table

Produk 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	25	25,0	25,0	26,0
	RR	29	29,0	29,0	55,0
	S	29	29,0	29,0	84,0
	SS	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Produk 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2,0	2,0	2,0
	TS	13	13,0	13,0	15,0
	RR	42	42,0	42,0	57,0
	S	29	29,0	29,0	86,0
	SS	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Produk 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	17	17,0	17,0	18,0
	RR	49	49,0	49,0	67,0
	S	21	21,0	21,0	88,0
	SS	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Produk 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	13	13,0	13,0	14,0
	RR	46	46,0	46,0	60,0
	S	25	25,0	25,0	85,0
	SS	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

```
FREQUENCIES VARIABLES=X2.1 X2.2
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Tarif Jasa 1	Tarif Jasa 2
N	Valid	100	100
	Missing	0	0
Mean		3,40	3,36
Median		3,00	3,00
Mode		3	3
Std. Deviation		,816	,759
Variance		,667	,576
Skewness		-,182	,135
Std. Error of Skewness		,241	,241
Kurtosis		-,016	-,257
Std. Error of Kurtosis		,478	,478
Range		4	3
Minimum		1	2
Maximum		5	5
Percentiles	25	3,00	3,00
	50	3,00	3,00
	75	4,00	4,00

Frequency Table

Tarif Jasa 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	11	11,0	11,0	12,0
	RR	42	42,0	42,0	54,0
	S	39	39,0	39,0	93,0
	SS	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

Tarif Jasa 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	11,0	11,0	11,0
	RR	48	48,0	48,0	59,0
	S	35	35,0	35,0	94,0
	SS	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

```
FREQUENCIES VARIABLES=X3.1 X3.2
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Tempat 1	Tempat 2
N	Valid	100	100
	Missing	0	0
Mean		3,55	3,65
Median		4,00	4,00
Mode		4	4
Std. Deviation		,845	,892
Variance		,715	,795
Skewness		-,109	-,291
Std. Error of Skewness		,241	,241
Kurtosis		-,541	-,183
Std. Error of Kurtosis		,478	,478
Range		3	4
Minimum		2	1
Maximum		5	5
Percentiles	25	3,00	3,00
	50	4,00	4,00
	75	4,00	4,00

Frequency Table

Tempat 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	11,0	11,0	11,0
	RR	35	35,0	35,0	46,0
	S	42	42,0	42,0	88,0
	SS	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Tempat 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	8	8,0	8,0	9,0
	RR	33	33,0	33,0	42,0
	S	41	41,0	41,0	83,0
	SS	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

```
FREQUENCIES VARIABLES=X4.1 X4.2 X4.3
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Promosi 1	Promosi 2	Promosi 3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3,58	3,57	3,56
Median		4,00	4,00	3,50
Mode		3	4	3
Std. Deviation		,878	,832	,857
Variance		,771	,692	,734
Skewness		-,067	-,012	,105
Std. Error of Skewness		,241	,241	,241
Kurtosis		-,230	-,529	-,638
Std. Error of Kurtosis		,478	,478	,478
Range		4	3	3
Minimum		1	2	2
Maximum		5	5	5
Percentiles	25	3,00	3,00	3,00
	50	4,00	4,00	3,50
	75	4,00	4,00	4,00

Frequency Table

Promosi 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	7	7,0	7,0	8,0
	RR	41	41,0	41,0	49,0
	S	35	35,0	35,0	84,0
	SS	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Promosi 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9,0	9,0	9,0
	RR	38	38,0	38,0	47,0
	S	40	40,0	40,0	87,0
	SS	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Promosi 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9,0	9,0	9,0
	RR	41	41,0	41,0	50,0
	S	35	35,0	35,0	85,0
	SS	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

```
FREQUENCIES VARIABLES=X5.1 X5.2 X5.3 X5.4
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Orang 1	Orang 2	Orang 3	Orang 4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,67	3,72	3,72	3,68
Median		4,00	4,00	4,00	4,00
Mode		4	4	4	4
Std. Deviation		,779	,792	,683	,665
Variance		,607	,628	,466	,442
Skewness		-,259	-,323	,031	-,376
Std. Error of Skewness		,241	,241	,241	,241
Kurtosis		-,216	-,189	-,291	,222
Std. Error of Kurtosis		,478	,478	,478	,478
Range		3	3	3	3
Minimum		2	2	2	2
Maximum		5	5	5	5
Percentiles	25	3,00	3,00	3,00	3,00
	50	4,00	4,00	4,00	4,00
	75	4,00	4,00	4,00	4,00

Frequency Table

Orang 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7,0	7,0	7,0
	RR	31	31,0	31,0	38,0
	S	50	50,0	50,0	88,0
	SS	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Orang 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7,0	7,0	7,0
	RR	28	28,0	28,0	35,0
	S	51	51,0	51,0	86,0
	SS	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Orang 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	RR	35	35,0	35,0	37,0
	S	52	52,0	52,0	89,0
	SS	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Orang 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	RR	31	31,0	31,0	35,0
	S	58	58,0	58,0	93,0
	SS	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

```
FREQUENCIES VARIABLES=X6.1 X6.2 X6.3 X6.4
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Sarana Fisik 1	Sarana Fisik 2	Sarana Fisik 3	Sarana Fisik 4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,77	3,64	3,65	3,70
Median		4,00	4,00	4,00	4,00
Mode		3	4	4	4
Std. Deviation		,941	,759	,770	,823
Variance		,886	,576	,593	,677
Skewness		-,114	-,135	-,249	-,167
Std. Error of Skewness		,241	,241	,241	,241
Kurtosis		-1,010	-,257	-,202	-,464
Std. Error of Kurtosis		,478	,478	,478	,478
Range		3	3	3	3
Minimum		2	2	2	2
Maximum		5	5	5	5
Percentiles	25	3,00	3,00	3,00	3,00
	50	4,00	4,00	4,00	4,00
	75	5,00	4,00	4,00	4,00

Frequency Table

Sarana Fisik 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8,0	8,0	8,0
	RR	34	34,0	34,0	42,0
	S	31	31,0	31,0	73,0
	SS	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

Sarana Fisik 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6,0	6,0	6,0
	RR	35	35,0	35,0	41,0
	S	48	48,0	48,0	89,0
	SS	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Sarana Fisik 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7,0	7,0	7,0
	RR	32	32,0	32,0	39,0
	S	50	50,0	50,0	89,0
	SS	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Sarana Fisik 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7,0	7,0	7,0
	RR	32	32,0	32,0	39,0
	S	45	45,0	45,0	84,0
	SS	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

```
FREQUENCIES VARIABLES=X7.1 X7.2 X7.3
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		Proses 1	Proses 2	Proses 3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3,38	3,33	3,39
Median		3,00	3,00	3,00
Mode		3[a]	3	4
Std. Deviation		,776	,766	,777
Variance		,602	,587	,604
Skewness		-,119	-,094	-,151
Std. Error of Skewness		,241	,241	,241
Kurtosis		-,469	-,499	-,478
Std. Error of Kurtosis		,478	,478	,478
Range		3	3	3
Minimum		2	2	2
Maximum		5	5	5
Percentiles	25	3,00	3,00	3,00
	50	3,00	3,00	3,00
	75	4,00	4,00	4,00

a. Multiple modes exist. The smallest value is shown

Frequency Table

Proses 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	13,0	13,0	13,0
	RR	41	41,0	41,0	54,0
	S	41	41,0	41,0	95,0
	SS	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Proses 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	14,0	14,0	14,0
	RR	43	43,0	43,0	57,0
	S	39	39,0	39,0	96,0
	SS	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

Proses 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	13,0	13,0	13,0
	RR	40	40,0	40,0	53,0
	S	42	42,0	42,0	95,0
	SS	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

```
FREQUENCIES VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 Y1.8 Y1.9
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE RANGE MINIMUM MAXIMUM MEAN MEDIAN MODE SKEWNESS
SESKEW KURTOSIS SEKURT
  /ORDER=ANALYSIS
```

Frequencies

Statistics

		Kepuasan Nasabah 1	Kepuasan Nasabah 2	Kepuasan Nasabah 3	Kepuasan Nasabah 4	Kepuasan Nasabah 5	Kepuasan Nasabah 6	Kepuasan Nasabah 7	Kepuasan Nasabah 8	Kepuasan Nasabah 9
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		3,83	3,78	3,94	3,88	3,84	3,88	3,94	3,81	3,92
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
Mode		4	4	4	4	4	4	4	4	4
Std. Deviation		,551	,579	,583	,656	,545	,671	,565	,615	,486
Variance		,304	,335	,340	,430	,297	,450	,320	,378	,236
Skewness		-,071	,051	,004	,128	-,093	,144	-,016	,133	-,211
Std. Error of Skewness		,241	,241	,241	,241	,241	,241	,241	,241	,241
Kurtosis		,029	-,322	,001	-,655	,120	-,754	,190	-,456	1,215
Std. Error of Kurtosis		,478	,478	,478	,478	,478	,478	,478	,478	,478
Range		2	2	2	2	2	2	2	2	2
Minimum		3	3	3	3	3	3	3	3	3
Maximum		5	5	5	5	5	5	5	5	5
Percentiles	25	3,25	3,00	4,00	3,00	4,00	3,00	4,00	3,00	4,00
	50	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
	75	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00

Frequency Table

Kepuasan Nasabah 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	25	25,0	25,0	25,0
	S	67	67,0	67,0	92,0
	SS	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Kepuasan Nasabah 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	30	30,0	30,0	30,0
	S	62	62,0	62,0	92,0
	SS	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Kepuasan Nasabah 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	20	20,0	20,0	20,0
	S	66	66,0	66,0	86,0
	SS	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Kepuasan Nasabah 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	28	28,0	28,0	28,0
	S	56	56,0	56,0	84,0
	SS	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Kepuasan Nasabah 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	24	24,0	24,0	24,0
	S	68	68,0	68,0	92,0
	SS	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Kepuasan Nasabah 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	29	29,0	29,0	29,0
	S	54	54,0	54,0	83,0
	SS	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

Kepuasan Nasabah 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	19	19,0	19,0	19,0
	S	68	68,0	68,0	87,0
	SS	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Kepuasan Nasabah 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	30	30,0	30,0	30,0
	S	59	59,0	59,0	89,0
	SS	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Kepuasan Nasabah 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	16	16,0	16,0	16,0
	S	76	76,0	76,0	92,0
	SS	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

```
CORRELATIONS
  /VARIABLES=X1.1 X1.2 X1.3 X1.4 T_Produk
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Produk 1	Produk 2	Produk 3	Produk 4	Total Produk Jasa
Produk 1	Pearson Correlation	1	,776**	,753**	,763**	,916**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Produk 2	Pearson Correlation	,776**	1	,781**	,727**	,907**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Produk 3	Pearson Correlation	,753**	,781**	1	,752**	,904**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Produk 4	Pearson Correlation	,763**	,727**	,752**	1	,894**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total Produk Jasa	Pearson Correlation	,916**	,907**	,904**	,894**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=X2.1 X2.2 T_Tarif_Jasa
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Tarif Jasa 1	Tarif Jasa 2	Total Tarif Jasa
Tarif Jasa 1	Pearson Correlation	1	,531**	,885**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Tarif Jasa 2	Pearson Correlation	,531**	1	,865**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Total Tarif Jasa	Pearson Correlation	,885**	,865**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=X3.1 X3.2 T_Tempat
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Tempat 1	Tempat 2	Total Tempat
Tempat 1	Pearson Correlation	1	,620**	,894**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Tempat 2	Pearson Correlation	,620**	1	,905**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Total Tempat	Pearson Correlation	,894**	,905**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=X4.1 X4.2 X4.3 T_Promosi
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Promosi 1	Promosi 2	Promosi 3	Total Promosi
Promosi 1	Pearson Correlation	1	,649**	,598**	,862**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Promosi 2	Pearson Correlation	,649**	1	,682**	,887**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Promosi 3	Pearson Correlation	,598**	,682**	1	,870**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total Promosi	Pearson Correlation	,862**	,887**	,870**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=X5.1 X5.2 X5.3 X5.4 T_Orang
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Orang 1	Orang 2	Orang 3	Orang 4	Total Orang
Orang 1	Pearson Correlation	1	,552**	,356**	,555**	,784**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Orang 2	Pearson Correlation	,552**	1	,526**	,595**	,848**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Orang 3	Pearson Correlation	,356**	,526**	1	,513**	,736**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Orang 4	Pearson Correlation	,555**	,595**	,513**	1	,823**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total Orang	Pearson Correlation	,784**	,848**	,736**	,823**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=X6.1 X6.2 X6.3 X6.4 T_S_Fisik
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Sarana Fisik 1	Sarana Fisik 2	Sarana Fisik 3	Sarana Fisik 4	Total Sarana Fisik
Sarana Fisik 1	Pearson Correlation	1	,547**	,584**	,562**	,839**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Sarana Fisik 2	Pearson Correlation	,547**	1	,525**	,569**	,794**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Sarana Fisik 3	Pearson Correlation	,584**	,525**	1	,598**	,817**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Sarana Fisik 4	Pearson Correlation	,562**	,569**	,598**	1	,830**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total Sarana Fisik	Pearson Correlation	,839**	,794**	,817**	,830**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=X7.1 X7.2 X7.3 T_Proses
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Proses 1	Proses 2	Proses 3	Total Proses
Proses 1	Pearson Correlation	1	,433**	,506**	,779**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Proses 2	Pearson Correlation	,433**	1	,664**	,840**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Proses 3	Pearson Correlation	,506**	,664**	1	,872**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total Proses	Pearson Correlation	,779**	,840**	,872**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 Y1.8 Y1.9 T_Kepuasan_Nasabah
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Kepuasan Nasabah 1	Kepuasan Nasabah 2	Kepuasan Nasabah 3	Kepuasan Nasabah 4	Kepuasan Nasabah 5
Kepuasan Nasabah 1	Pearson Correlation	1	,420**	,251*	,362**	,177
	Sig. (2-tailed)		,000	,012	,000	,078
	N	100	100	100	100	100
Kepuasan Nasabah 2	Pearson Correlation	,420**	1	,170	,356**	,239*
	Sig. (2-tailed)	,000		,091	,000	,016
	N	100	100	100	100	100
Kepuasan Nasabah 3	Pearson Correlation	,251*	,170	1	,245*	,319**
	Sig. (2-tailed)	,012	,091		,014	,001
	N	100	100	100	100	100
Kepuasan Nasabah 4	Pearson Correlation	,362**	,356**	,245*	1	,228*
	Sig. (2-tailed)	,000	,000	,014		,022
	N	100	100	100	100	100
Kepuasan Nasabah 5	Pearson Correlation	,177	,239*	,319**	,228*	1
	Sig. (2-tailed)	,078	,016	,001	,022	
	N	100	100	100	100	100
Kepuasan Nasabah 6	Pearson Correlation	,354**	,400**	,343**	,311**	,195
	Sig. (2-tailed)	,000	,000	,000	,002	,051
	N	100	100	100	100	100
Kepuasan Nasabah 7	Pearson Correlation	,226*	,299**	,173	,280**	,100
	Sig. (2-tailed)	,024	,003	,085	,005	,324
	N	100	100	100	100	100
Kepuasan Nasabah 8	Pearson Correlation	,202*	,137	,447**	,394**	,210*
	Sig. (2-tailed)	,044	,174	,000	,000	,036
	N	100	100	100	100	100
Kepuasan Nasabah 9	Pearson Correlation	,100	,260**	,233*	,223*	,218*
	Sig. (2-tailed)	,324	,009	,020	,026	,029
	N	100	100	100	100	100
Total Kepuasan Nasabah	Pearson Correlation	,575**	,609**	,593**	,649**	,488**
	Sig. (2-tailed)	,000	,000	,000	,000	,000
	N	100	100	100	100	100

		Kepuasan Nasabah 6	Kepuasan Nasabah 7	Kepuasan Nasabah 8	Kepuasan Nasabah 9	Total Kepuasan Nasabah
Kepuasan Nasabah 1	Pearson Correlation	,354**	,226*	,202*	,100	,575**
	Sig. (2-tailed)	,000	,024	,044	,324	,000
	N	100	100	100	100	100
Kepuasan Nasabah 2	Pearson Correlation	,400**	,299**	,137	,260**	,609**
	Sig. (2-tailed)	,000	,003	,174	,009	,000
	N	100	100	100	100	100
Kepuasan Nasabah 3	Pearson Correlation	,343**	,173	,447**	,233*	,593**
	Sig. (2-tailed)	,000	,085	,000	,020	,000
	N	100	100	100	100	100
Kepuasan Nasabah 4	Pearson Correlation	,311**	,280**	,394**	,223*	,649**
	Sig. (2-tailed)	,002	,005	,000	,026	,000
	N	100	100	100	100	100
Kepuasan Nasabah 5	Pearson Correlation	,195	,100	,210*	,218*	,488**
	Sig. (2-tailed)	,051	,324	,036	,029	,000
	N	100	100	100	100	100
Kepuasan Nasabah 6	Pearson Correlation	1	,380**	,336**	,373**	,701**
	Sig. (2-tailed)		,000	,001	,000	,000
	N	100	100	100	100	100
Kepuasan Nasabah 7	Pearson Correlation	,380**	1	,345**	,350**	,583**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Kepuasan Nasabah 8	Pearson Correlation	,336**	,345**	1	,253*	,628**
	Sig. (2-tailed)	,001	,000		,011	,000
	N	100	100	100	100	100
Kepuasan Nasabah 9	Pearson Correlation	,373**	,350**	,253*	1	,538**
	Sig. (2-tailed)	,000	,000	,011		,000
	N	100	100	100	100	100
Total Kepuasan Nasabah	Pearson Correlation	,701**	,583**	,628**	,538**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

```
RELIABILITY
  /VARIABLES=X1.1 X1.2 X1.3 X1.4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,925	4

```
RELIABILITY
  /VARIABLES=X2.1 X2.2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,693	2

```
RELIABILITY
  /VARIABLES=X3.1 X3.2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,764	2

```
RELIABILITY
  /VARIABLES=X4.1 X4.2 X4.3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,843	3

```
RELIABILITY
  /VARIABLES=X5.1 X5.2 X5.3 X5.4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,808	4

```
RELIABILITY
  /VARIABLES=X6.1 X6.2 X6.3 X6.4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,835	4

```
RELIABILITY
  /VARIABLES=X7.1 X7.2 X7.3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,775	3

```
RELIABILITY
  /VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 Y1.8 Y1.9
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,776	9

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Total Proses, Total Tarif Jasa, Total Orang, Total Produk Jasa, Total Tempat, Total Sarana Fisik, Total Promosi[b]	.	Enter

a. Dependent Variable: Total Kepuasan Nasabah
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,813[a]	,661	,636	1,904	1,948

a. Predictors: (Constant), Total Proses, Total Tarif Jasa, Total Orang, Total Produk Jasa, Total Tempat, Total Sarana Fisik, Total Promosi
b. Dependent Variable: Total Kepuasan Nasabah

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	651,231	7	93,033	25,662	,000[b]
	Residual	333,529	92	3,625		
	Total	984,760	99			

a. Dependent Variable: Total Kepuasan Nasabah
b. Predictors: (Constant), Total Proses, Total Tarif Jasa, Total Orang, Total Produk Jasa, Total Tempat, Total Sarana Fisik, Total Promosi

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6,657	2,248		2,961	,004		
Total Produk Jasa	,185	,058	,205	3,189	,002	,888	1,126
Total Tarif Jasa	,745	,142	,326	5,259	,000	,960	1,042
Total Tempat	,462	,127	,229	3,634	,000	,927	1,079
Total Promosi	,277	,093	,196	2,977	,004	,845	1,183
Total Orang	,214	,088	,158	2,425	,017	,863	1,159
Total Sarana Fisik	,489	,073	,419	6,674	,000	,934	1,071
Total Proses	,393	,103	,240	3,805	,000	,924	1,083

a. Dependent Variable: Total Kepuasan Nasabah

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions							
				(Constant)	Total Produk Jasa	Total Tarif Jasa	Total Tempat	Total Promosi	Total Orang	Total Sarana Fisik	Total Proses
1	1	7,768	1,000	,00	,00	,00	,00	,00	,00	,00	,00
	2	,058	11,594	,00	,77	,05	,00	,00	,04	,00	,00
	3	,051	12,324	,00	,01	,09	,56	,08	,01	,00	,02
	4	,039	14,148	,00	,02	,44	,03	,00	,00	,09	,32
	5	,034	15,078	,00	,00	,19	,00	,60	,04	,12	,04
	6	,026	17,312	,00	,00	,04	,05	,01	,02	,61	,48
	7	,018	20,556	,01	,13	,01	,23	,31	,68	,11	,00
	8	,006	35,688	,99	,05	,18	,13	,00	,22	,06	,14

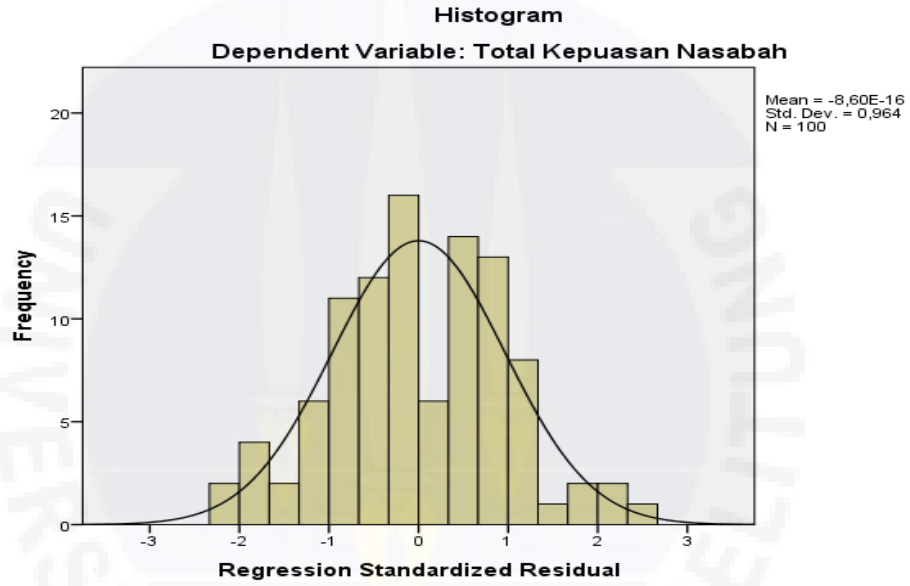
a. Dependent Variable: Total Kepuasan Nasabah

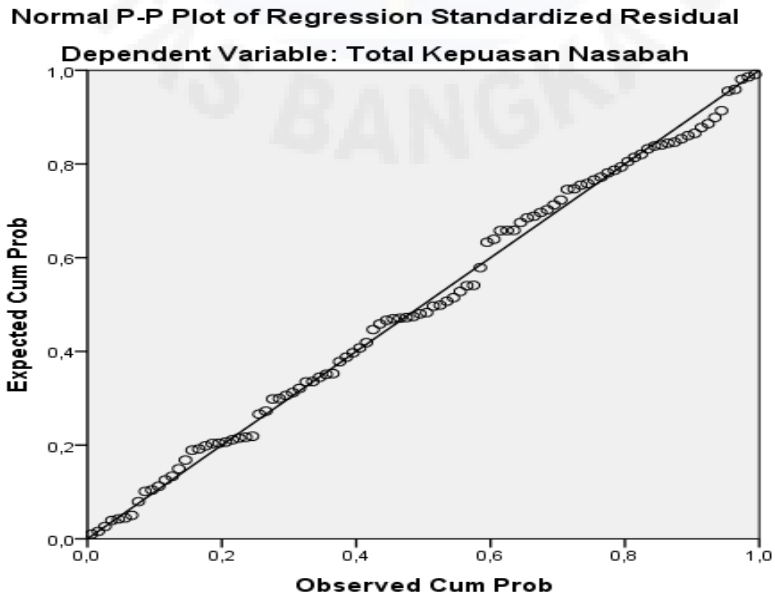
Residuals Statistics[a]

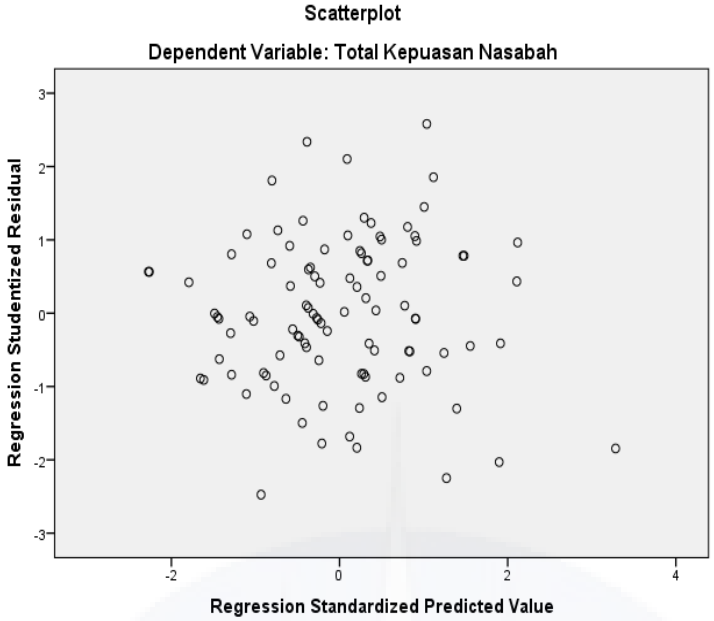
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	28,99	43,24	34,82	2,565	100
Std. Predicted Value	-2,274	3,283	,000	1,000	100
Standard Error of Predicted Value	,226	,822	,521	,135	100
Adjusted Predicted Value	28,82	43,81	34,82	2,572	100
Residual	-4,425	4,519	,000	1,835	100
Std. Residual	-2,324	2,373	,000	,964	100
Stud. Residual	-2,475	2,582	,001	1,010	100
Deleted Residual	-5,017	5,347	,004	2,017	100
Stud. Deleted Residual	-2,547	2,666	,001	1,021	100
Mahal. Distance	,404	17,470	6,930	3,922	100
Cook's Distance	,000	,153	,013	,024	100
Centered Leverage Value	,004	,176	,070	,040	100

a. Dependent Variable: Total Kepuasan Nasabah

Charts








```
NPAR TESTS
  /K-S(NORMAL)=RES_1
  /MISSING ANALYSIS.
```

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,83547861
Most Extreme Differences	Absolute	,053
	Positive	,040
	Negative	-,053
Test Statistic		,053
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

```
EXAMINE VARIABLES=RES_1
  /PLOT BOXPLOT STEMLEAF NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstandardized Residual	100	100,0%	0	0,0%	100	100,0%

Descriptives

			Statistic	Std. Error
Unstandardized Residual	Mean		,0000000	,18354786
	95% Confidence Interval for Mean	Lower Bound	-,3641988	
		Upper Bound	,3641988	
	5% Trimmed Mean		-,0041368	
	Median		-,0881326	
	Variance		3,369	
	Std. Deviation		1,83547861	
	Minimum		-4,42503	
	Maximum		4,51881	
	Range		8,94385	
	Interquartile Range		2,77467	
	Skewness		-,041	,241
	Kurtosis		-,165	,478

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	,053	100	,200*	,992	100	,844

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

```
COMPUTE AbsRes=Abs(RES_1).
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT AbsRes
  /METHOD=ENTER T_Produk T_Tarif_Jasa T_Tempat T_Promosi T_Orang T_S_Fisik
T_Proses.
```

Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,560	1,282		-1,217	,227
	Total Produk Jasa	,053	,033	,171	1,609	,111
	Total Tarif Jasa	,027	,081	,034	,328	,743
	Total Tempat	,047	,072	,067	,646	,520
	Total Promosi	,025	,053	,052	,476	,635
	Total Orang	,058	,050	,124	1,147	,254
	Total Sarana Fisik	,019	,042	,046	,443	,659
	Total Proses	,040	,059	,070	,675	,501

a. Dependent Variable: AbsRes

Lampiran VII (Tujuh)


BANK PESERTA PENJAMINAN LPS
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KARTU REVISI
SIDANG SKRIPSI & UJIAN KOMPREHENSIF

Nama Mahasiswa : Febry Septyandy
NIM : 302 13 11 029
Jurusan : Manajemen
Judul Skripsi : Analisis Pengaruh Strategi Bauran Pemasaran (Produk Jasa, Tarif Jasa, Tempat, promosi, Orang, Sarana Fisik dan Proses) Terhadap kepuasan Nasabah Tabungan Simpedes (Studi pada PT. Bank BRI Unit 2 Sungai
Hari / Tanggal : Jum'at / 7 - April - 2017

	NAMA DOSEN PENGUJI	REVISI / SARAN	PARAF
1	Dian P.W		Sebelum Revisi Setelah Revisi
2.	Erwin	Teknik penulisan	Sebelum Revisi Setelah Revisi
3.	Echo, P.K	Perisi Hasteroskedastisitas	Sebelum Revisi Setelah Revisi

Mengetahui,
Ketua Jurusan Manajemen

M. Taufan, S.E., M.Si.

Ketua Penguji

Dian P.W